

Dear FCC Commissioners,

In regards to your NOI on broadcast localism, I can appreciate the fact that you have several groups everyday questioning why their particular need is not being serviced. If we could make everyone happy, it would certainly make our jobs much, much easier.

With that being said, I believe this NOI is completely unnecessary. As a small market broadcaster, and like so many others, I don't believe I could be any prouder of the accomplishments we make everyday in serving our local audience. We devote numerous hours of programming each week to specific local issues and events. We do this first of all, because it is our obligation to provide that service and secondly, because it's what gives us a competitive advantage over other media outlets that don't originate from our area.

At our two radio stations alone, we provide four fifteen minute local newscasts a day along with three public affairs programs during the week that discuss local topics pertinent to our area. On top of that, we provide free airtime everyday to local organizations that need to publicize their events. At the very minute of this writing, I have staff who are downtown participating and broadcasting from a "Safe Treats Parade" for Halloween for area youngsters. We broadcast from a myriad of local sporting events so people in the community can hear their favorite teams if they can't be at the game itself. During this political season, we have aired community debates featuring local candidates so everyone can have the opportunity to hear their views. I can't tell you how many times I personally have been up in the middle of the night broadcasting live information to the area during severe weather. This is a very small sample of items that we use every week and every day to provide the localism that our area needs and deserves.

I'm left wondering if I should take this as an insult that I, and thousands of small market broadcasters like myself, could have our devotion to "localism" questioned. I can't think of a single broadcaster in our area of southwest Missouri and southeast Kansas that doesn't perform the local service that seems to be questioned here.

The Federal Communications Commission wants to see more diversification in ownership and more localism. I feel we already provide that localism and I'm proud of our service to the area. By burdening us with even more paperwork responsibilities on top of what we already have to do, all you're going to do is drive independent owners like myself out of the industry and it's all going to be left to the corporations that can afford the lawyers to help them handle this burden.

Please accept these comments with my full respect for the responsibilities that are placed upon you.

Best regards,

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